Introduction

Consumer Attitude

Consumer attitudes are a composite of a consumer's beliefs about, feelings about, and behavioral intentions toward some object--within the context of marketing, usually a brand or retail store. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object. For example, we may have a very positive view of a particular sports car (for example, we believe it performs better than most), it makes us feel good, and we intend to buy it. Consumer attitude may be defined as a feeling of favorableness or unfavorableness that an individual has towards an object. As we, all know that an individual with a positive attitude is more likely to buy a product and this results in the possibility of liking or disliking a product. Attitude can be a fixed way of thinking when it endures for a longer time. Attitude developed through experiences may change when new experiences are obtained. Attitude towards a general consumption behavior can also occur, For example how often the person should shop food. The more positive the attitude is regard to a behavior, the stronger is the individual's intention to perform the behavior under consideration.

Consumer Attitude Trends:

By keeping in touch with changing consumer attitudes, marketers are better able to appeal to consumers through their marketing messages and appeals.

Attitude towards grocery shopping can be measured by asking consumers to evaluate the concept of interest. Common techniques used in business research to determine attitude include rating, ranking and the choice of technique.

In order to measure consumer attitude, studies have concluded that it could be measured by using a theory called the theory of planned behavior. Attitude towards a certain behavior is based on the expectations and beliefs of the consequences as a result of particular behavior.

Grocery Shopping:

Grocery shopping is a systematic method of buying groceries and other household necessities. A grocery store is a retail store that primarily sells food. A grocer is a bulk seller of food. Grocery stores often offer non-perishable food that is packaged in cans, bottles and boxes, with some also having fresh produce, butchers and bakeries. Large grocery stores that stock significant amounts of non-food products, such as clothing and household items, are called supermarkets. Some large supermarkets also include a pharmacy and an electronics section. Nowadays, Online grocery shopping is emerging.

Kirana stores:

A Kirana store, general merchandise store or village shop is a small town store that carries a general line of merchandise. The store carries routine stock and obtains special orders from warehouses. General stores often sell staple food items such as milk and bread, and various household goods such as hardware and electrical supplies. Kirana store is a small neighborhood store that supplies general items.

Online Grocery Shopping

Online grocery shopping is a systematic method of buying groceries and other household necessities through internet. There are basically two methods to buy these items online. One is to purchase them from a local grocery store that participates in online grocery shopping. Another way is to order groceries from a large company such as Amazon that will ship the items to one's home. Grocery shoppers have many options available to them such as local national and international. An online grocery service can be a convenient option for the people with limited mobility or lack of transportation. The primary benefit of online grocery shopping is convenience. By ordering online, one can quickly search the products she needs. Buying groceries and other products online unchains consumers from physically driving to and shopping in traditional stores. Internet is changing the way consumers shop and buy goods and services and has rapidly evolved into a global phenomenon.

Current scenario of online Grocery Shopping Industry

The evolution of online grocery stores is still increasing in India. Purchasing grocery online is getting as popular as purchasing electronic gadgets online. Online grocery stores sell groceries of various brands to consumers. They sell groceries at very competitive rates. The user interface of an online grocery website is designed in a user friendly way allowing easy access to products being purchased online. Sufficient discounts and online coupons are offered to attract consumers who purchase online. People may stop going to vacations, restaurants, movies, etc but they cannot stop buying the basic necessity goods such as fruits and vegetables, oils, breads, etc. However, in the hustle and bustle of modern lifestyle, people are unwilling to spend their time and energy on purchasing groceries. Online shopping offers greater convenience to consumers as consumers can shop from anywhere at any time and provides customers with an opportunity to save time by making trips to physical retail stores. It also relieves the customers from the burden of carrying heavy groceries home from the supermarket.

Following points determine how online shopping works:

- Creating the website: The most important part of the online grocery shopping is the website itself. The website should have a complete list of groceries and the price of each item.
- Filling the order and shipping: This step includes taking the order and use it to collect and the deliver the items on time.
- Restocking and processing payments: It should be checked whether all the items listed on the website are available for shipping or not. Secondly it should have the ability to process payments through credit card.

Online grocery stores meet a number of consumer needs including providing products for niche market or helping the customers to shop their weekly groceries.

These are online grocery websites :

BigBasket.com: Big Basket is India's largest online food and grocery store. Big Basket sells products in categories such as fresh fruits and vegetables, grocery and staples, meats, personal care, home and kitchen products.

Zopnow.com*:* Zopnow.com is an online grocery store that aims to cater grocery and FMCG needs of people. Zop Now with punch line "Be Lazy Buy Easy" plans to deliver grocery items at consumer's doorstep in less than 3hours or at a predefined time specified by the customer.

Nature's Basket.com: Godrej's Nature Basket is the retail venture of Godrej group and is today India's foremost retail destination for fine foods from across the world. It provides free home delivery and gift vouchers.

Table of articles reviewed

Sr.no	Author	Year	Topic	Objective	Findings	Methodology Used.
1.	Kearney, A.T. and K.Ehrlich	2015	A fresh look at online grocery shoppers in today's economy.	To study the comparison for online grocery shopping in different countries.	The reason for the gaps across similar countries is that each country has different food retail markets.	Data was analyzed using SPSS(Mean Deviation).
2.	Abhram, D.E	2015	The future of online grocery shopping in Europe.	To examine the preference of consumers for online shopping of groceries in Europe.	A significant fraction of Europeans are at least as favorably disposed towards pick up as they are toward delivery.	Chi-square and ANNOVA has been used.
3	Brown, C and C. Cunnings	2015	A case study on the preferences of consumers in relation to online grocery shopping in India.	To know the impact of increasing online grocery shopping in India.	Labor and logistics costs are much cheaper in India than in western markets, so e-grocers here can make money faster.	Chi square and regression has been used.

4.	Aylott, R and V.W. Mitchell	2014	A case study of online grocery shopping: consumer motives, concerns and business models".	To examine consumer motives and concerns with regard to online grocery shopping.	The consumers were concerned about on time delivery, the quality of produce and the limited selection and variety of goods.	Regression Analysis and annova questionnaire is used to collect data.
5.	Francisco, D M. Lopez, Francisco jose	2014	A case study of online shopping, the standard living hierarchy and consumer's internet expertise.	To justify and empirically test the significance of effects based on the standard living hierarchy to explain consumer's online buying related reponses.	This study presents an extensive literature review. It introduces new concepts and new relations among them, it successfully adapts classic consumer theories.	Structured questionnaire is used to collect data.
6.	Nagra, Gagandeep and R Gopal	2014	A case study of e-commerce with special reference to online grocery shopping.	To examine factors affecting online shopping behavior of consumers.	The growth in the number of online shoppers is greater than the growth in internet users.	Structured questionnaire and chi-square test is used.

7	Dennis Adams and A.R Ryan Nelson	2014	A case study of consumer behavior of urban Indian youth who uses internet for online grocery shopping.	To study the consumer behavior of urban Indian youth who uses internet for online grocery shopping.	The challenge faced by online marketers is to invite and retain the young customers.	Survey method and SPSS is used.
8	Gopal, R and D.Y.	2013	A case study of factors affecting online grocery shopping behavior of consumers.	To study the impact of demographic factors of consumers on online grocery shopping parameters.	The population of using internet in India is low in terms of large percentage of total population but, in total numbers it is very high.	Annova test is used
9	Engel, J.F and Kolite, D.B. Blackwell	2013	A case study of online shopping behavior in reference to grocery shopping.	To search the result of influencing factors of consumer behavior made by domestic and foreign scholars.	With the rapid developmen t of network technology, electronic commerce had been formed and developed gradually.	Structure d question naire is used.

10.	Bhatnagar, A.S.M Misra and H.M Rao	2011	A case study of online grocery shopping in light of existing empirical studies.	To synthesize the representative existing literature on consumer online grocery shopping attitudes.	Electronic commerce has become one of the essential characteristics in the internet era.	Survey was done to collect information.
11	Zetty, M.M and Mohammad Raziff Jamaluddin	2010	Exploratory studies on Online grocery shopping	To examine the factors which are related to the perception & preferences of Malaysian consumer toward the online grocery shopping.	Consumers do not need to go through the several processes in the physical shopping like parking the car and travelling.	Chi-square test is used to collect information.
12	Weber, E.U and C. Hsee, B.Yang	2009	Online shopping acceptance model: A critical survey of consumer factors in online shopping.	To attract and retain consumers is critical to the success of online retailers.	E-commerce has become more important for online retailers to understand the antecedents of consumer acceptance	SPSS and chi-square is used.

13.	Anthony, D.and John Swan	2009	A study on the influencing factors of online shopping in china Department of Business.	To influence factors of online shopping & demonstrate online shopping by empirical research.	This research on consumer behavior was based on traditional shopping condition.	Annova test is used.
14.	Ajzen, I.,and M.Fishbein	2009	An empirical study on students online shopping behavior.	Examine the factors which influence students attitudes towards online shopping in Malaysia.	This article present that the use of internet creates awareness ofe-commerce and make people interested ine-commerce**.**	Structured questionnaire is used to collect data.
15.	Hassan, H.H and N.F Abdullah	2008	Online purchase behavior among youth in India.	To explore the demographic profile of young online consumers to identify the motivating and hindering factors in online purchase.	India is anticipated to be the third major e-commerce market place in the world following US and the CHINA.	SPSS is used.

16.	Aldridge Alicia, Forcht Karen, Pierson Joan.	2008	A Comparative Study of the consumer Behavior Pattern of Organised Departmental Retail chain Shoppers and Local Kirana Store Buyers.	To differentiate the buyers of local Kirana stores from the buyers of organized departmental retail chain based on certain identified factors.	Quite a few factors both for departmental retail chains and local Kirana stores has a significant relationship according to age, gender, place of living etc.	Chi-square test is used to collect data.
17	Shivashankari.V.R, Srividhya.V, Gayathri	2007	A study on E-Commerce with special reference to Online Shopping in Bangalore	To understand perception of online purchase in India.	The emergence of online marketing has pushed consumers to the internet to gather information on a certain product..	Chi-square and SPSS method is used.
18	Chen, L.D., Mark, L.G., Daniel, L.S.	2007	A study of Guwahati City*:* Consumer Perception towards Online Shopping over Traditional Mode of Shopping.	To study the perception of customers who go for online shopping.	As compared to online purchase people are ready to spend more money on offline mode on a single purchase.	Annova test is used.

19	Anand V and Nambiar V.	2007	A study of Product Factors of Online Marketing in Tamilnadu.	To analyze the commercial applications of of the Internet from the point of view of marketers.	The independent variables has achieved greater heights and increased the effectiveness of online marketing.	T-test is used.
20.	Aaker D A, Batra R and Myers	2007	A study of Food and Grocery Retail: Patronage behavior of Indian Urban Consumers.	To find the responses and patronage behavior of urban customers towards traditional grocery retailers.	The product quality is perceived to be better at Kirana shops for food and grocery products.	Structured questionnaire is used.
21	Ali J, Kapoor S and Moorthy	2007	A study of Factors Affecting the Purchase of Food and Grocery Products from Modern Retail Stores.	The know factors affecting purchasing of food and grocery products from modern retail using factor analysis.	The ambience of shopping malls, sales promotions &comparative economic gains in the malls are the key factors that attract higher customer traffic to the malls.	z-test is used.

22.	Mridula S. Mishra	2007	Would Indian consumers move from Kirana stores to organized retailers when shopping for groceries?	To understand whether Indian consumers are likely to move from traditional Kirana stores to large organized retailers while shopping for groceries.	Customers patronage to grocery stores was found to be positively related to location, helpful salespeople, offers, quality and negatively related to travel convenience.	Chi square is used.
23	Hemanth ,C.R and P.R., Patna	2007	A study of online booming in India.	To know about the Competition among the online shopping websites that has attracted more Customers to go for online shopping.	The living standard of the people & Increased per capita income has made them inclined towards online shopping.	SPSS method is used.
24	Jessica E Vascellaro	2007	A study of online marketing: An Indian Perspective	To make an attractive destination for marketers in an emerging market	Emergence of societal marketing, Permission marketing and Mobile marketing.	Structured questionnaire is used.

25	Baker, J. and Haytko, D.	2005	A study of Food and Grocery Retail: Patronage behavior of Indian Urban Consumers	To examine the business models for online retail.	There is little margin for error-shoppers do not forgive mistakes made by online food retailers	Annova technique is used.

Research Gap

After reviewing the research papers it has been found that there is a need to identify more attributes of online stores that promotes success. Further research can be done deeply into each factor and explain about their positive impact on consumer attitude towards grocery shopping from Kirana stores or online. On the other hand, the relationship between consumer attitude and purchase attention could be in depth investigated by using qualitative method .

.

Justification and Relevance of the study:

Attitude is defined as a psychological path of evaluating a specific object with favor or disfavor. Consumers have attitude to specific product behavior, For example, which type of food person prefers to use. Consumer attitude and preferences to the purchase of a particular product are based on consumer attitude and personal desirability of performing a behavior. The purpose of this research is to study consumer attitude towards grocery shopping from Kirana stores and online in Jaipur city. This research will contribute with knowledge of positive attitudes and if they influence the intention to purchase groceries online, furthermore this will lead to a better understanding within the area of research.

Objectives of the study

- To study consumers attitude towards shopping from Kirana stores or online.
- To analyze the preferences of consumers of Kirana stores and online grocery stores.
- To study the factors affecting consumers to purchase groceries from Kirana stores or online.
- To examine how the consumer's lifestyle affect consumer's attitude towards grocery shopping from Kirana stores or online.
- To understand the buying pattern of consumers purchasing grocery online or from Kirana stores.

Hypothesis

Hypothesis 1

H0: There is no significant difference between the Consumer perceptions of grocery store attributes for Kirana stores and online grocery stores.

H1: There is significant difference between the Consumer perceptions of grocery store attributes for Kirana stores and online grocery stores.

Hypothesis 2

H0: There is no significant association between attitude of consumers regarding purchases from Kirana stores and online grocery stores.

H1:. There is significant association between attitude of consumers regarding purchases from Kirana stores and online grocery stores.

Hypothesis 3

H0: There is no significant influence of consumers lifestyle on consumers attitude towards purchase of grocery from Kirana or online.

H1: There is significant influence of consumers lifestyle on consumers attitude towards purchase of grocery from Kirana or online.

Hypothesis 4

H0: There is no significant relationship between buying pattern of consumers purchasing grocery online or from Kirana stores.

H1: There is significant relationship between buying pattern of consumers purchasing grocery online or from Kirana stores.

Work Plan and Methodology:

Research Design and Instruments: Exploratory research and Descriptive research.

Universe: Consumers who purchase grocery from Kirana stores and those who shop online.

Sample Design: Simple Random Sampling.

Types of data collection: Primary and Secondary Data.

Data Collection Methodology: Questionnaire is used to collect Primary Data and journals, magazines; internet is used to collect secondary data.

Variable Selection:

Independent Variable: Grocery Shopping

Dependent Variable: Consumer's Attitude.

Sampling process

Target population	Customers who shop from Kirana stores and those who shop online.
Sampling unit	Jaipur city
Sampling method	Simple random method
Sample size	Krejcie Morgan Formula(Population)

To simplify the process of determining the sample size for infinite population, Krejcie & Morgan(1970), came up with a table using sample size formula for infinite population.

Table 3.1

Table for Determining Sample Size of a Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size *Source: Krejcie & Morgan, 1970*

Simple Random Sampling by using Krejcie Morgan Table

S .no	Distribution according to preference of customers	Total number of customers
1.	Kirana Stores	1500
2.	Online Shopping	1500

Krejcie Morgan Formula

Sample Size Formula for Infinite population

If the target population is infinite, the following formula (Krejcie & Morgan, 1970) may be used to determine the sample size

Table determined sample size is approx 350.

To achieve better accuracy sample size with higher value will be considered 350. This figure has been further rounded off to sample size of 400 consumers.

Limitations

- To search the women respondents who shop grocery products along with the experience of online shopping.
- The research will only study the consumer's attitude t grocery shopping and not the dealers, wholesalers and retailers perception towards online shopping who acts as an agent to the online retail industry to support its business operations.

Chapterisaton

S.No	Topics	Page No
1.	**Introduction: An overview**	
2.	Review of Literature	
3.	**Research Methodology**	
3.1	Research gap	
3.2	Objectives of the study	
3.3	Hypothesis	
	Research Design	
3.5	Sampling Design	
3.6	Universe of the study	
3.7	Tools	
3.8	Data Collection ➢ Primary data ➢ Secondary data	
4.	**Descriptive Analysis and Interpretation**	
5.	**Conclusion**	
5.1	Conclusion and Findings	
5.2	Suggestions	
5.3	Limitation of the study	
5.4	Scope of the study	
	Bibliography	
	References	
	Webliography	
	Annexure: Questionnaire	

S